FEDERAL SUPPLY SCHEDULE MARKETING STRATEGIES

Networking Sessions and Marketing Events

GSA, along with other Federal agencies and Congressional and State Offices, provide opportunities where you can market your product or service to the Federal Government. These opportunities include networking breakfasts, power lunches, procurement conferences and networking sessions, seminars and trade fairs. Information on GSA events is available on the OSBU website at http://www.gsa.gov/smallbusiness. Events for other Federal agencies are available on each agency website.

Federal Business Opportunities (FedBizOpps)

FedBizOpps provides vendors access to agency business opportunities; allows vendors to register to receive e-mail notification of opportunities in their areas of interest. Register to receive automatic notices of acquisitions at http://www.fedbizopps.gov. FedBizOpps is GSA's primary vehicle for disseminating written solicitations. (Replaced CBD effective 1/4/02)

Forecast of GSA Contracting Opportunities

This is an annual on-line document which lists GSA's expected contracts for the current and upcoming fiscal year. Contracting opportunities are listed by region and by type of goods or services required. The address is http://www.gsa.gov/smallbusiness.

GSA Subcontracting Directory

This directory is published as an aid to small business concerns seeking subcontracting opportunities with GSA prime contractors. It is a semiannual publication, which lists large companies that have contracts with GSA for goods and services worth $500,000 or more ($1 million or more for construction). Such companies are required to establish plans and goals for subcontracting with small business concerns. The address is http://www.gsa.gov/smallbusiness.

Small Business Administration (SBA) PRO-Net Database/Central Contractor Registration (CCR)

SBA's PRO-Net database was previously the gateway of procurement information—for and about small businesses. Effective 10/1/03, PRO-Net began integration into the Defense Department's Central Contractor Registration (CCR) database. This requires one time registration and annual updates for Federal government vendors in order to receive a contract award. CCR is used for market research by government buyers and program personnel searching for potential providers of specific goods and services. For more information, visit www.ccr.gov .

GSA FSS Acquisition Center Marketing Divisions

Marketing Directors in each acquisition center market the Center's programs; answer internal and external customers' questions and concerns; and increase business in the center through product line expansion and customer outreach efforts. For contacts in each acquisition center, access the FSS Home Page at www.fss.gsa.gov. Click Commercial Services and Products under Organizations in the right margin, then select appropriate category.

GSA Advantage!

GSA Advantage! is an electronic on-line shopping and ordering system. It provides on-line access to thousands of contractors and millions of products and services. Federal agencies can browse or search for products and services using key words, national stock numbers, contract numbers, vendor names; compare features, prices, delivery options; and place orders electronically. Products and services under contract must be on GSA Advantage! The Internet address is www.gsaadvantage.gov.

e-Buy

e-Buy is an Internet based electronic Requests For Quotes (RFQ) solution designed to facilitate the request for and submission of quotes for a wide range of commercial services and products that are offered by sellers who are on GSA Advantage!

FirstGov

FirstGov is the Official Government Gateway for Citizens, Business, and Government interactions. It contains links to Federal, State, Local, Tribal, and International agencies. Website address is www.firstgov.gov.

U.S. Blue Pages

U.S. Blue Pages are an easy-to-use directory linking to a host of Federal Services and Agencies. Listings are organized functionally rather than by agency. Website is www.usbluepages.gov.

Government-wide Commercial Purchase Card

GSA *requires* Schedule contractors to accept the Government-wide commercial purchase card for orders at or below the micro-purchase threshold of $2,500. However, Schedule contractors are encouraged to accept the purchase card for *all* orders since more and more MAS customers recognize the administrative and cost-saving features of the purchase card. Small businesses should ensure that their business size category (i.e., small, HubZone small, small disadvantaged, women-owned small, veteran-owned small, or service-disabled veteran-owned small, NOT just small) is registered with their bank. Federal agencies need to be able to take credit for purchases made with **each** of the small business categories.

Brochures/Publications

Contractors are invited to advertise their new schedule contract award in GSA's MarkeTips publication. MarkeTips is a GSA supply catalog and schedules supplement highlighting pertinent procurement, supply, property management, and travel and transportation information directed to Federal users of the GSA supply system. This publication is distributed within and used by each Federal agency. The E-mail address for information regarding advertisements in MarkeTips is gsa.marketips@gsa.gov.

Trade Associations

Membership in trade associations provides opportunities for networking, training, and encouragement and direct guidance to expand professional development. Companies may advertise their product or service in trade association magazines and journals. Consider: National Contract Management Association at www.ncmahq.org; National Institute of Governmental Purchasing at www.nigp.com; The Public Purchaser published by Governing Magazine in affiliation with the NIGP at www.governing.com; Government Product News and Government Procurement Journal at www.govpro.com; Government Executive Magazine at www.govexec.com; and GovCon, the information resource for the Government contracting industry at www.govcon.com.

Schedules E-Library

The Schedules E-Library is the official and only on-line source for complete Schedules and contract award information. Information is updated daily to ensure access to the latest schedules and contracts. You can find out which suppliers have a contract, and what's available by using various search options, e.g., Schedule contractor's name, contract number, Special Item Number, Schedule Number, or key word. The Schedules E-Library is a good source for teaming partners. Visit the Schedules E-Library at http://www.gsaelibrary.gsa.gov.

Contractor Team Arrangement

Contractor Team Arrangements are an excellent source of quality service. Team Arrangements are created when two or more Federal Supply Schedule contractors join together to provide a solution to meet agency needs. Teaming allows Schedule contractors to deliver an end-to-end solution from multiple industries. Such arrangements enhance the ability of small business concerns to participate. For guidance on Contractor Team Arrangements, visit http://apps.fss.gsa.gov/schedules/bpas.cfm. The FSS Contractor Guide can be reviewed at http://apps.fss.gsa.gov/contractorguide, or through the GSA Portal at www.gsa.gov. Click on Selling to the Government, then click FSS Contractor Guide under Getting Started in the right margin.

Federal Procurement Data System (FPDS)

The FPDS contains statistical data about U.S. Government Executive Branch procurement contract transactions awarded since October 1, 1978. Approximately 70 Executive Branch agencies report their procurement contract obligations to the FPDS. The FPDS contains approximately 50 data elements which summarize who bought what, from whom, and where. The website address is www.fpdc.gov.

GSA International Products and Services Exposition

This is the Government's premier trade show, providing opportunities to see many new products and services, attend free informative training seminars and innovative exhibits, network with hundreds of GSA vendors and place orders on-site for GSA quality products. Attendees are from Federal agencies and military installations worldwide. Information on GSA Expos may be accessed at http://expo.gsa.gov.